

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. - 35. (Cancelled)

36. (Currently Amended) A mobile marketing system having an analysis terminal and a mobile marketing server which is capable of communicating with a plurality of mobile user terminals, said mobile marketing server comprising:

content generating means for generating content to be distributed to a processing target user terminal of said plurality of user terminals, based on an action log and a user attribute of a user of said processing target user terminal, the user attribute being selected from age, gender, or combination thereof;

content distributing means for distributing the content generated by said content generating means to said processing target user terminal;

an action log database;

an action log registering means for registering the action log into said action log database;

a distribution log database;

[[an]] a distribution log registering means for registering the distribution log into the distribution log data base, the distribution log including one or more content IDs of the content distributed, an identifier of the processing target user terminal time at which the content is distributed; and

an analysis means, upon receiving a notification from said analysis terminal of an analysis request containing a content ID of the one or more content IDs, for analyzing a behavior change of the processing target user terminal that happened at the time the content having said content ID is distributed, based on said action log database and said distribution log database, and for sending analysis results of the behavior change to said analysis terminal.

wherein:

the action log includes positional information of the processing target user terminal and time at which the processing target user terminal existed at each corresponding position;

said processing target user terminal comprises an information receiving means, for receiving the content distributed from said mobile marketing server and for displaying said content on a display unit, and

said analysis terminal is configured to notify said mobile marketing server of the analysis request and to display analysis results sent from said mobile marketing server.

37. (Currently Amended) A mobile marketing system according to claim 36, wherein:

said mobile marketing server further comprises a distribution rule database, into which are registered a plurality of distribution rules;

the plurality of distribution rules include a user terminal action condition, a user attribute condition, and a content ID;

said content generating means sets as the processing target user terminal a user terminal of the plurality of mobile user terminals having an action log and an a user attribute that match anyone of the plurality of distribution rules; and

the content generated to be distributed to said processing target user terminal is one contained in a corresponding distribution rule of the plurality of distribution rules that matches said action log and said user attribute of said processing target user terminal.

38. (Previously Presented) A mobile marketing system according to claim 37, wherein:

each user terminal of the plurality of mobile user terminals comprises an information requesting means for sending a notification of an information request to said mobile marketing server; and

said content generation means sets as a processing target user terminal a user terminal of the plurality of mobile user terminals that is a source of said notification of information request.

39. (Previously Presented) A mobile marketing system according to claim 36, wherein:

said processing target user terminal comprises a position detection means for detecting a position of said processing target user terminal, and further comprises a position notification means for sending a notification, to said mobile marketing server, of the position detected by said position detection means, and

the action log comprises said positional information notified from said processing target user terminal, an identifier of said processing target user terminal, and the time at which said notification of said position information is sent.

40. (Previously Presented) A mobile marketing system according to claim 36, wherein:

said mobile marketing system further includes a position detection means for detecting a position information of said processing target user terminal and for sending a notification, to said mobile marketing server, of said position information; and

the action log comprises said positional information, of which notification was made from said position detection means, an identifier of said processing target user terminal, and the time at which said notification of said position information is sent.

41. (Previously Presented) A mobile marketing system according to claim 36, wherein:

said processing target user terminal or an identifier sending apparatus which is carried by a user of said processing target user terminal comprises identifier sending means for sending an identifier unique to said processing target user terminal or said identifier sending apparatus;

the mobile marketing system further comprises an infrastructure-resident position detection means; and

said infrastructure-resident position detection means comprises an infrastructure-resident detection device for receiving said identifier, detecting a position of said processing target user terminal, and notifying the positional information of said processing target user terminal to said mobile marketing server.

42. (Previously Presented) A mobile marketing system according to claim 36, further comprising:

an analysis terminal configured to notify said mobile marketing server of an analysis request and to display analysis results sent from said mobile marketing server;

wherein said mobile marketing server is configured to manage an action log, and, upon receiving a notification of said analysis request from said analysis terminal, to analyze a behavior of said processing target user terminal, based on said managed action log, and to send analysis results of the behavior to said analysis terminal.

43. - 45. (Cancelled)

46. (Currently Amended) A mobile marketing server, capable of communicating with a plurality of mobile user terminals and an analysis terminal, said mobile marketing server comprising:

content generating means for generating content to be distributed to a processing target user terminal of said plurality of user terminals, based on an action log, and a user attribute of a user of said processing target user terminal, the user attribute being selected from age, gender, or combination thereof;

content distributing means for distributing the content generated by said content generating means to said processing target user terminal;

an action log database;

an action log registering means for registering into said action log database the action log; and

a distribution log database, into which is registered a distribution log, which includes content IDs of the content distributed, an identifier of the processing target user terminal, and time when the content is distributed;

wherein:

the action log includes positional information of said processing target user terminal and time at which said processing target user terminal existed at said position; and

said mobile marketing, upon receiving notification from said analysis terminal of an analysis request containing a content ID, analyzes a behavior change of the processing target

user terminal happened at the time the content having said content ID is distributed, based on said action log database and said distribution log database, and sends analysis results to said analysis terminal.

47. (Currently Amended) Computer readable media storing computer readable instructions that, when executed by a computer, perform a mobile marketing method, the mobile marketing method comprising:

generating content to be distributed to a processing target user terminal of a plurality of user terminals, based on an action log, and a user attribute of a user of said processing target user terminal, the user attribute being selected from age, gender, or combination thereof;

distributing the content generated in said generating step to said processing target user terminal;

registering the action log; and

analyzing a change in a user terminal behavior when the content having a content ID is distributed, based on said action log and a distribution log, and sending analysis results to said analysis terminal, upon receiving a notification of an analysis request including said content ID from said analysis;

wherein the action log includes positional information of said processing target user terminal and time at which said processing target user terminal existed at said position.

48. (Currently Amended) ~~A computer readable medium~~ A mobile marketing method according to claim 52, further causing the computer to perform:

sending the behavior change of the processing target user terminal and the user attribute of the processing target user terminal to the analysis terminal.

49. (Currently Amended) ~~A computer readable medium~~ A mobile marketing method according to claim 53, further causing the computer to perform:

analyzing a correlation between the behavior change and the user attribute; and

modifying said plurality of pre-established distribution rules in accordance with said analysis results of the correlation.

50. (Currently Amended) ~~A computer-readable medium~~ A mobile marketing system according to claim 36, wherein said mobile marketing server analyzes a correlation between the behavior change and the user attribute, and sends analysis results of the correlation to said analysis terminal.

51. (Currently Amended) ~~A computer-readable medium~~ A mobile marketing system according to claim 37, wherein said mobile marketing server modifies said plurality of distribution rules in accordance with said analysis results of the behavior change.

52. (Currently Amended) A mobile marketing method for an implementation in a server based system, the method comprising:

managing an action log of a processing target user terminal of a plurality of mobile user terminals, the action log containing positional information of the processing target user terminal and time at which the processing target user terminal existed at each corresponding position;

analyzing a behavior of the processing target user terminal, upon receiving a notification of a request for analysis from an analysis terminal, based on the action log managed by the mobile marketing server;

sending analysis results of the behavior to the analysis terminal;

generating content to be distributed to the processing target user terminal, wherein the content is generated based on a user attribute of a user of the processing target user terminal and the action log of the processing target user terminal, the user attribute being selected from age, gender, or combination thereof;

distributing the content to the processing target user terminal;

managing a distribution log, the distribution log containing an identifier of the processing target user terminal, one or more content IDs of the content distributed to the processing target user terminal, and time at which the content is distributed;

analyzing a behavior change of the processing target user terminal upon the content being distributed, if receiving, from the analysis terminal, a notification of an analysis request including a content ID of the one or more content IDs; and

sending analysis results of the behavior change to said analysis terminal.

53. (Previously Presented) A mobile marketing method according to claim 52, further comprising selecting as the processing target user terminal a user terminal of the plurality of user terminals, if the user terminal has an action log and a user attribute satisfying anyone of a plurality of pre-established distribution rules.

54. (Previously Presented) A mobile marketing method according to claim 53, further comprising selecting as said processing target user terminal a user terminal of the plurality of user terminals, if the user terminal is a source of information request notification.

55. (Previously Presented) A mobile marketing method according to claim 52, wherein the positional information of the processing target user terminal is sent, by the processing target user terminal, to the server.

56. (Previously Presented) A mobile marketing method according to claim 52, wherein the positional information of the processing target user terminal is sent, by a position detection means carried by the user of the processing target user terminal, to the server.

57. (Previously Presented) A mobile marketing method according to claim 52, further comprising receiving the positional information of the processing target user terminal from an infrastructure-resident position detection means, the positional information being calculated based on an identifier, unique to the processing target user terminal, sent to the infrastructure-resident position detection means by the processing target user terminal or a position detection means carried by the user of the processing target user terminal.

58. (Cancelled)